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TOWNSEND and TOWNSEND and CREW LLP

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AMENDMENT UNDER 37 CFR 1.116
EXPEDITED PROCEDURE
– EXAMINING GROUP 3694

PATENT
Attorney Docket No.: 021756-068700US
Client Ref. No.: OID-2000-136-01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Max Schireson

Application No.: 10/071,945

Filed: February 5, 2002

For: AN E-COMMERCE STORE
MANAGEMENT USER INTERFACE
FOR PERFORMING WEB SITE
UPDATES

Customer No.: 51206

Confirmation No. 3623

Examiner: Mary Da Zhi Wang Cheung

Technology Center/Art Unit: 3694

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Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Commissioner:

In response to the final Office Action mailed April 7, 2010, please enter the
following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this
paper.

Remarks/Arguments begin on page 10 of this paper.